

Swathi Sambasivam

Game Developer · UX Designer

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Game developer with 4+ years in Unity and C#, specializing in UX design and therapeutic applications. Led game development a clinically validated mobile app with thousands of users, resulting in a 90% reduction in social anxiety. Spearheaded onboarding design and core gameplay, increasing user retention by 60% and daily active users by 150%. Recognized with the Incubator Grant 2023 by NYU Tisch and showcased games at GDC and Play NYC.

Professional Experience

Lead Game Developer & Strategist | 2024 – Present

Arcade Therapeutics (NYU Game Center Incubated)

- Led development on StarStarter, a Unity-based therapeutic mobile game with 2,500+ users, clinically validated to reduce social anxiety symptoms in >90% of users (avg. 33% reduction).
- Architected core gameplay systems, including power-ups and a refactored map with cleaner state and camera control, increasing users retained after day 1 by over 60%.
- Implemented in-app subscriptions and promotional offer codes, streamlining App Store/Google Play release pipelines, resulting in a brand new subscription revenue stream.
- Mentored and managed a cross-functional team of 4 art and development interns, providing guidance on game development best practices.
- Spearheaded onboarding design, creating a streamlined tutorial that improved user engagement, leading to a 150% increase in daily active users.

Adjunct Professor of Game Design | 2023 – 2024

Pratt Institute

- Taught Level Design and Senior Project Studio (production capstone) to cohorts of 15+ students, covering game design, production, and portfolio development for graduating students.

Adjunct Professor of Digital Arts | 2024

New York Institute of Technology

- Taught Independent Study and Art Development for Games to 10+ students, supporting portfolio development for industry placement.

Education

MFA, Game Design · *New York University, Tisch School of the Arts* | 2021 – 2023

B.Des, Animation Film Design · *National Institute of Design, India* | 2016 – 2021

Awards & Recognition

- Deployed significant improvements in StarStarter as Lead Game Developer, leading to APA Labs Digital Badge and increasing game downloads by 30% within the initial launch period.
- Led the project 'Normal Bad Sex', which secured a \$15,000 grant from the NYU Game Center Incubator in 2023.
- Led development and UX on indie games showcased at Game Developers Conference (GDC), Play NYC, and Wonderville.

Skills

Game Engines: Unity, Unreal Engine, GameMaker

Art & Animation Software: Maya, Blender, Adobe Photoshop, Adobe Illustrator, After Effects

Design Techniques: Rapid Prototyping, Level Design, UI/UX Design, Gameplay Balancing

Tools & Technologies: GitHub, Jira, Confluence, Slack